

**LUXE PACK MONACO 2020 launches**



*Press release  
September 8<sup>th</sup>, 2020*

***LUXE PACK MONACO, the premier show for packaging creativity, will be held from Monday 30 November to Wednesday 2 December 2020 at the Grimaldi Forum.***

***For this 34<sup>th</sup> edition, LUXE PACK has announced the launch of My LUXE PACK Monaco, a digital platform for exhibitors and visitors to optimise and continue their experience of the show in Monaco or for brands that cannot be present to access this extensive offer. The purpose of this programme is to extend the physical show's offer and to guarantee exhibitors visibility with the international LUXE PACK community.***

### **Additional visibility for exhibitors**

The My LUXE PACK Monaco digital platform will allow exhibitors to cross the borders of the Grimaldi Forum beyond the three days of the show for visibility with the largest community of brands in search of luxury packaging anywhere in the world.

Exhibitors can present their businesses on it, detailing their expertise and target sectors as well as their best-seller and most recent innovations

to get them noticed and be contacted directly by an extended target consisting of:

- all the brands and teams preparing their visit to Monaco;
- all decision-makers unable to attend the show;
- teams that do not come to the show every year;
- specific profiles, such as designers or independent brands.

Exhibitors will be able to measure the impact of their participation in real time through a dashboard with various live indicators.

### **Improved visitor experience**

My LUXE PACK Monaco also intends to improve the visitor experience by accompanying visitors before, during, and after the event. LUXE PACK Monaco has now entered the world of hybrid lounges, and you will need to be pre-registered for the event to access the digital platform (regardless of whether or not the visitor intends to physically attend).

Before the show, visitors can browse the list of exhibitors and their products, contact suppliers via secure messaging, make appointments (physical or virtual), select conferences or events they wish to attend, and plan their schedule. The platform will be a real source of inspiration intended to generate personalised recommendations of companies, innovations, and conferences according to each visitor's business issues. It will highlight the most ground-breaking innovations of the exhibitors and will make the cross-sector inspiration, which is part of LUXE PACK's identity, accessible to all.

After the show, and for the first time, the show's content and conferences will be posted on the platform for privileged access to the essentials in terms of innovations, inspiration, sourcing, and to testimonials from brands and experts.

When launched in early November, this digital tool will bring together the LUXE PACK community from all over the world visiting trade fairs in Los Angeles, New York, Paris, and Shanghai and exhibitors in Monaco.

For any additional information, photos or interview,  
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